

PROSPERITY IS SEEN BY FISHER

Cadillac President Says
Next 10 Years Should
Be Record Breakers

DETROIT, Mich., May 4.—Lawrence P. Fisher, president and general manager of the Cadillac Motor Car company, and vice president of General Motors, says that "The United States, for the next ten years, should enjoy the greatest and most widespread prosperity the world has ever known."

Mr. Fisher characterized the steady decline in the national debt, increase in savings deposits, continued stock and bond market activity, steady growth in the number of corporate stockholders, new high vital of life insurance sales, and the record consumption of the products of industry and agriculture as indices on which part of his optimism is based.

"This prosperity, in which so many have participated in the last five years," he said, "has now reached the status where it is actually contributing to the even more widespread prosperity to come."

"Billionaires Added to Wealth"—No one can do more than estimate the tremendous amount of wealth in this country. Our property, wealth and resources have grown tremendously since the World War. Billions in natural resources that we didn't know existed have developed from our oil discoveries in the Southwest and West in the last few years. Inventions of the last decade have added another almost incalculable sum. The airplane, radio and motor car have contributed hundreds upon hundreds of millions.

"More people are gainfully employed in this country today than ever before. The continued expansion in the use of machinery has raised the day's output of each individual worker to new high value, living standards are rising steadily."

"The United States is expanding and developing its resources, ingenuity, inventiveness and efficiency year by year. Though its people are spending more, there are plenty of evidences that they are also saving more, and worth more in actual wealth of the various kinds, than at any previous time."

"Savings deposits at the close of 1928 reached the staggering figure of more than 28 billion dollars. This is an average of \$250 for every one of our estimated 120 million people, or \$1250 per family on the usual five persons basis. This new high record is over and above the fact that the public now owns securities to a far greater extent, and of greater value, than ever before."

"Corporate stock listings, on the New York Stock Exchange in 1928 totaled more than six billion dollars, a new high record. Life insurance in force at the close of the year was \$1 billion dollars. If we assume that there are 30 million heads of families in the United States, this means an average of more than \$3000 in life insurance in force per family."

"Chain store organizations increased their sales 9 per cent over 1927. Department stores increased their 1928 business 10 per cent over the previous year. Commercial failures are less than a year ago. Bank failures decreased from 234 in 1927 to 272 in 1928. Car loadings are currently running at the highest levels in their history."

"The majority of our basic industries are proceeding at new high levels. The manufacture of steel, motor cars, trucks, copper, electricity, and the production of oil and clothing are breaking all records. Estimates of 1929 motor car output, now more securely based because of actual figures for the first three months of the year, range from 5,000,000 to 5,400,000 cars and trucks, compared with 4,000,000 for 1928."

"All signs point to a year greater than ever in commercial and industrial activity and in general economic soundness. The government debt has been lowered to 17 billions a decrease of more than six billions in eight years. This furnishes an annual interest saving of more than 950 million dollars, from which four income tax reductions have been effected with a decrease in public payment to the government of some two billion dollars."

"The motor car has had much to do with creating all this. It will continue to play its full part in the more widespread prosperity of the coming ten years. The period covered by the automobile industry's growth is the period which has seen the greatest rise in individual buying power the world has ever known. Sixty per cent of our families now own a motor car. More than 20 per cent of our car-owning families have more than one."

"The motor car has completely changed our habits and our standards of living. Its influence is everywhere apparent. Furthermore, it has created two other great enterprises. These are the oil industry and the construction and maintenance of good roads. Highway expenditures in the United States alone during 1928 were in the neighborhood of a billion and a half dollars."

"The growth of individual transportation has broadened our prosperity from the Atlantic to the Pacific, spreading it out among the population as a whole. The United States has learned that such prosperity, in which the maximum number of its people take part, is the only real prosperity."

"General and more widespread prosperity should continue. The business outlook is better today; the potentialities even greater, than is generally realized."

NEW ROAD BUILDING MACHINERY SPEEDS HIGHWAY PROGRESS



New road machinery is influenced by the trend in automotive machinery. The motor driven roller (above) fast is replacing the old time steam roller, while the new shovels mounted on caterpillar tractors do six times the work of their predecessors.

By William E. Berchold
(A. P. Auto Editor)

WASHINGTON (AP)—The old steam roller and its brother helper, the steam shovel, fast are disappearing from the roads.

Their passing has brought into

general use new road building machinery which has speeded up materially highway construction.

Two thousand feet of concrete roadway can be laid in a day now as compared to 200 or 300 feet considered the limit less than 10 years ago.

Millions of dollars voted by motorists who demanded good roads no doubt inspired the perfection of the new equipment, but the gigantic road programs of today would have seemed impossible to the most optimistic contractor of 10 years ago.

Only three makers of shovels in this country considered the gas engine a practical power plant to substitute for steam. Builders of portable pumps, saw rigs, hoists and similar light portable equipment then used crude six cylinder engines.

Portable gas engine compressors were just coming into the market, and there was only one builder of motor rollers.

There have been no revolutionary changes in the design of road building equipment. Its efficiency has been increased principally through the employment of the gasoline engine, closer attention to engineering details, and the use of more durable materials.

While the new machines have cut down the number of men necessary for any single operation, the demand for speedy completion of each project has resulted in the employment of numerous crews working on short sections of the projected road.

New Garage Is Now Operating On Jefferson

The Bill Bunch garage company opened for business Wednesday in the remodeled quarters on Jefferson avenue. General repairing as well as painting and body and fender work will be done at the shop by Mr. Bunch and the two men whom he employs.

Gas and oil and storage will be other features. The building which is occupied is 50x110 feet in size

JENNINGS GARAGE TO SELL BUICKS

New Corporation Accepts
Agency for Union and
Wallowa Counties

The Jennings Motor Co., Inc., now operating in the garage located in the Hoesch building across the street from The Observer office, today is announcing the acceptance of the Buick agency for Union and Wallowa counties.

Vern Jennings will be general manager of the new corporation and E. L. Ledbetter will be on the sales force. Both of these men have had many years experience in selling cars and both have a wide acquaintance in Union and Wallowa counties.

With the new agency secured, they are assured of a successful beginning under the new name, as Buicks are among the most popular cars in this territory.

Four of the 1929 models, known as the Silver Anniversary Buicks, are now on hand, three of them being four-door models and the other an attractive coupe. More models will be received in the near future.

The garage is also excellently equipped to service Buick cars and Mr. Jennings invites all Buick drivers to visit the garage.

The exterior and interior of the building are being redecorated and repainted. In the show room and office the decorations are very attractive, and will form an appropriate background for the models on exhibition.

DU PONT AT LE MANS

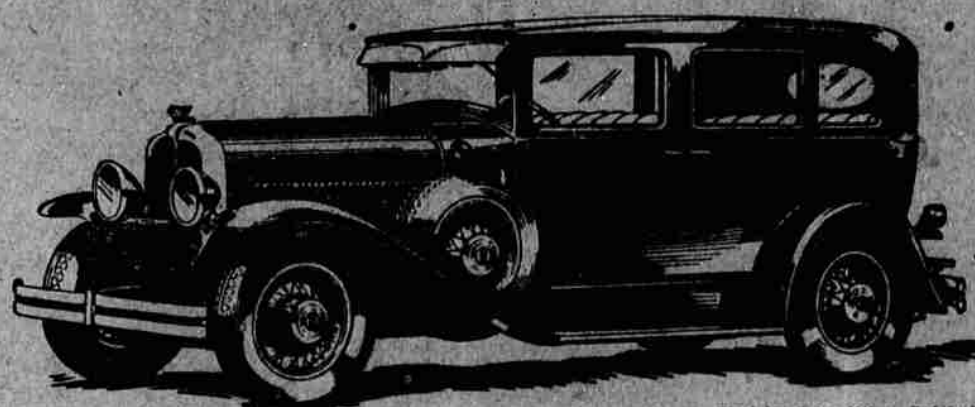
The Du Pont entry in the Le Mans 24-hour race June 16 is being put into condition for the French classic. A team of three cars also is entered in this event to represent the United States.

and includes an office, paint room and shop. New and modern equipment has been installed.

Before you buy a car
it's wise to compare with

THE NEW PONTIAC BIG 6

PRODUCT OF
GENERAL MOTORS



The 6-door Sedan, \$645. Body by Fisher Sport Equipment Extra



Some people make a fundamental mistake when they go to buy a car. They receive a demonstration. They compare the performance, the style and the luxury of the new car with the two or three-year-old car they are about to trade in. And, naturally, the new car seems just about perfect. So they sign the order without looking further. Maybe they make a good purchase, maybe not. The point is that they don't know what they might have found if they had only looked around.

To help you avoid this mistake we have arranged a special demonstration of the New Pontiac Big Six. Be sure to come in for this demonstra-

Consider the delivered price as well as the list price when comparing automobiles. Buick, Oakland-Pontiac delivered prices include only reasonable charges for delivery and financing.

tion before you buy any low-priced car. See the others, by all means. But see the New Pontiac Big Six, if only for the sake of comparison.

Progressive people are using the New Pontiac Big Six as the basis for their comparison and most of them come back to buy it. For it is the one car that enables them to step up in motor car quality without leaving the low-priced field.

Prices \$745 to \$895, f. o. b. Pontiac, Mich., plus delivery charges. Bumpers, spring covers and Lovejoy hydraulic shock absorbers regular equipment at slight extra cost. General Motors Extra Payment Plan available at minimum rate.

NASH '400'

Leads the World in Motor Car Values



\$1245

Delivered, Fully Equipped, Nothing Extra to Pay!

Compare
delivered, fully-equipped prices
See why Nash is lower!

ON the basis of quality, the Nash '400' should cost more than other cars in its competitive field. It actually costs less!

Nash engineers—one of the industry's outstanding engineering organizations—have created a motor car. They have developed the high-compression, 7-bearing motor to its highest point of perfection and power. The exclusive Nash outboard mounting of hydraulic shock absorbers doubles their effectiveness and creates supreme riding ease. And here is the "world's easiest driving control," in this new and brief motor car.

These are but a few of many '400' features of superiority.

Why then, is the Nash '400' lower priced?

Here is the explanation. Every Nash '400' is now factory-equipped with the accessories, purchased at factory savings and included in the factory price of the car. Bumpers, shock absorbers, spare tire lock and tire pump come with the car and are not added later as "extras," at retail prices.

You will find some dealers (not Nash dealers) charging as much as \$100 to \$60 extra for bumpers alone.

Compare the delivered, fully equipped price of any Nash '400' with the delivered, fully equipped price of any competitive cars. You'll see the savings!

McKennon Nash Motor Co.
806 Adams Avenue, Main 630.

Announcing the Appointment JENNINGS MOTOR CO.

as

BUICK DEALERS IN LA GRANDE

IT IS with genuine pleasure that announcement is made of the selection of the Jennings Motor Company as a Buick dealer. The reputation, experience and business standing of this firm are such as to fully qualify it to meet the exacting standards that Buick requires of its retail sales organization.

For twenty-five years Buick has been building motor cars superlatively well—so well in fact that Buick year after year has been continuously a leader in its field. The fine craftsmen of the industry—leaders in every phase of motor car manufacture—have brought their talents to Buick. Huge plants of the most modern type have risen to perpetuate Buick quality. Tremendous financial resources have followed as a matter of course.

And with this industrial progress has grown an unexcelled dealer organization to which the Jennings Motor Company is now affiliated—an impressive group of business concerns which are selling twice as many automobiles as any other fine car in the world.

Whether you are in the immediate market for a car or not... we urge you to visit this new dealer, become better acquainted with him, let him explain why the Buick name has become a symbol of reliability and permanence.

Sedans \$1220 to \$2145
Coupes \$1195 to \$1875
Sport Cars .. \$1225 to \$1550

These Prices f.o.b. Buick Factory



Howard Automobile Company

The Largest Distributor of Automobiles in the World

PORTLAND

Los Angeles

San Francisco

Oakland

WHEN BETTER AUTOMOBILES ARE BUILT... BUICK WILL BUILD THEM

La Grande Motor Company

1419 Adams Ave.

Hall Motor Co.

Enterprise, Oregon